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**FOR IMMEDIATE RELEASE:****New Hampshire Foliage App- Don't Leaf Home Without It!**

*Granite State First New England State Tourism Office to Offer Free Foliage App*

**Concord, New Hampshire, 2012** – As the autumn leaves begin turning red, yellow and orange, and the foliage season gets underway in New Hampshire, visitors can track the colors from their mobile devices.

“We have an app for that,” said Lori Harnois, director of the New Hampshire Division of Travel and Tourism Development. “You get access to our foliage reports, interactive map, pictures and what percentage peak each region in the state is at right from your mobile phone. Visitors can search lodging, dining and attractions within the app,” she added.

Updated reports on the state of foliage in the seven tourism regions of New Hampshire are pushed to the app each week.

In addition to the app, these weekly foliage reports are also posted on Wednesdays to the [www.visitnh.gov](http://www.visitnh.gov) website, which now features fall photography, itineraries and the interactive foliage tracker map that allows a leaf-peeper to click on a date and area of the state to see what the predicted foliage will be.

New Hampshire tourism will also be sharing beautiful photography throughout the season on their social media channels, including Facebook, Twitter and Pinterest.

The app can be downloaded by searching for “New Hampshire Foliage Tracker” in either the Apple App Store or Google Play for Android.

**Photo caption:** New Hampshire Division of Travel & Tourism Development Tourism Director Lori Harnois shows off the New Hampshire Foliage Tracker app. Courtesy NHDTTD/Lorna Colquhoun.

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment

throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit *www.visitnh.gov*.